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## **ABSTRACT**

A mechanism is disclosed for displaying, on a telephone display, actions that are appropriate for a particular context when accessing a voice mail system (VMS). These actions may vary depending on the context of a user's access to the VMS. The actions are identified by text adjacent to buttons (softkeys) on the user's telephone, and are initiated when the user pushes the softkey associated with a particular action. The softkey text corresponding to a particular state of the user's access to the VMS is identified herein as a VMS softkey template. When the VMS and a telephone switch are first initialized, template information is downloaded from the VMS to the switch, and thereafter, when the VMS is accessed by a user via a telephone, runtime instructions passed between the VMS and the switch will direct the switch to display softkey templates corresponding to a particular context within the VMS.